



Timelines and Strategies in Launching Bullying Prevention Initiatives

The following is an overview of short-, mid- and long-term strategies and ideas for launching bullying prevention initiatives. The ideas are not mutually exclusive and you may want to combine several to build an initiative that works for your school and community.

This overview was inspired by the work of Scott Hirschfeld, Director of Curriculum for the Anti-Defamation League, and we recommend contacting the ADL's Education Division www.adl.org/education for additional information.

SHORT-TERM STRATEGIES

Hold class meetings to build awareness and skills on one important topic: such as how to be an active bystander, how to deal with peer pressure, et al

Resources: ADL Anti Bias Study Guide www.adl.org/education/studyguide
Olweus Class Meetings That Matter www.hazelden.org

Watch for teachable moments when you can interrupt and stop social aggression, name-calling and exclusionary behavior

Resources: Zero Indifference: A Guide to Stop Name-Calling and Bullying
<http://www.adl.org/combatbullying/Zero%20Indifference%20Web.pdf>
Welcoming Schools Teachable Moments
www.welcomingschools.org/teachable-moments

MID-TERM STRATEGIES

Start a book-group on the theme of bullying or respect

Resources: Committee for Children's Book Lists and Reviews
www.cfchildren.org/support/recommended-books
Words That Heal: Using Children's Literature to Address Bullying
www.adl.org/education/curriculum_connections/winter_2005
Stop Bullying: Speak Up with Simon & Schuster's Book Titles to Share and Discuss
<http://www.cartoonnetwork.com/promos/stopbullying/downloads/29597-StopBullyingSheet.pdf>

Build and/or participate in social media projects supporting messages of respect

Resources: Cyber Safety Academy's Great American No Bull Challenge
www.nobullchallenge.com
Stop Bullying: Speak Up www.StopBullyingSpeakUp.com and
www.facebook.com/stopbullyingspeakup

LONG-TERM STRATEGIES

Establish a diversity club, service learning project or other program that promotes respect, compassion and cooperation

Resources: Project Change You Have the Power!
<http://www.projectchange-md.org/yhttp/index.php>
No Place for Hate www.adl.org/npfh
Gay-Straight Alliance Network www.gsanetwork.org
National Service Learning Partnership
<http://www.service-learningpartnership.org/site/PageServer>

Review the current curriculum and identify opportunities to integrate bullying prevention content

Resources: Committee for Children's Steps to Respect Program
www.cfchildren.org/programs/str/overview
Olweus Bullying Prevention Program www.olweus.org